1600

FSC-57-A	3/25/98
SUBJECT: DORAL CTS Enhanced Brand-Specific Merchandiser - Additional Allocations	
Response Required? __X__ Yes	
Date Required: April 24, 1998	

DISTRIBUTION:

X AVP	___ KAM	___ DM
X RSM	___ AM	___ RM
___ RBM	___ AE	___ Sales Rep
___ ROM		___ Retail Rep

Objective: Regions have the opportunity to request additional allocation of the DORAL CTS Brand Specific Merchandiser for CTS accounts that do not have a Philip Morris contract.

Purpose: Provide regions with a separate and distinct allocation outside of the competitive test allocations for those CTS accounts that do not have a potential contract issue with Philip Morris.

Program Details:

- Additional quantities are available for high volume, high savings CTS outlets without a Philip Morris contract.
- Regions should survey their CTS outlets and complete the attached allocation request form.

  Note: Do not commit to an account prior to receiving your allocations.
- Allocations/placements should be in addition to the competitive test allocations previously issued.
- Completed request forms should be summarized at region level and sent to David Cook in Winston-Salem by **April 24, 1998**.
- Allocations will be entered with immediate availability.

Program Contact: David Cook, extension #6550

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51845 4929

Source: https://www.industrydocuments.ucsf.edu/docs/zkyy0000

Attachment to FSC-57-A
3/25/98

DORAL CTS Brand Specific Merchandiser Allocation Request Form

Date:

Region Name

Region #

RSM Approval

Allocation Requested:

Item Description:	Item #	Sku Quantity Requested	
Doral CTS Home of Value	540350		Base wall unit
Doral CTS Home of Value Enhancements	540353		Fence, Arch, Mailbox

NOTE: You must order 1 Doral CTS Home of Value #540350 for every Enhancement #540353 sku ordered.

Regions: Return completed request form to David Cook by April 24, 1998

(Form will be e-mailed to Region Sales Managers week of 3/30/98)

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Source: https://www.industrydocuments.ucsf.edu/docs/zkyy0000